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QUESTION 1

In addition to Unified Individual Object, what other object does Salesforce CDP automatically create and manage during the Identity Resolution process?

- A. Unified Lead Objects
- B. Unified Contact Point Objects
- C. Unified Order Objects
- D. Unified Product Objects

Correct Answer: B

QUESTION 2

What programming language is used to configure Calculate Insights?

- A. Python
- B. SOQL
- C. ANSI SOQL
- D. DCL

Correct Answer: C

QUESTION 3

Which two interaction studio features are updated with activation from salesforce CDP?

- A. Segments
- B. Promotions
- C. Profile attributes
- D. Event data

Correct Answer: CD

QUESTION 4

Which types of data can be ingested from Interaction studio?



- A. Sales data
- B. Segment membership
- C. Behavioral Events
- D. User profile

Correct Answer: CD

QUESTION 5

Which Salesforce CDP use case merges customer information from various systems to create a single Id, a single record for a customer?

- A. Audience Segmentation
- B. Consent Management
- C. Data Unification
- D. Identity Resolution

Correct Answer: D

QUESTION 6

Where is value suggestion for attributes in segmentation enabled?

- A. Data Stream Setup
- B. Data Modeling
- C. Data Mapping
- D. Segment Setup

Correct Answer: A

QUESTION 7

What is the maximum limit of the number of records for Full Refresh Extract Method?

- A. 10 million
- B. 40 million
- C. 50 million



D. No hard limit

Correct Answer: C

QUESTION 8

Which three types of data can identity resolution combine into a unified profile?

- A. Corporate Performance
- B. Behavioral
- C. Profile
- D. Product
- E. Transactional

Correct Answer: BCE

QUESTION 9

Which operator can be used to check if an attribute value is blank?

- A. Is Not Null
- B. Has No Value
- C. Is Null
- D. Is Empty

Correct Answer: B

QUESTION 10

How does Identity Resolution select attributes for Unified individuals when there is --- attribute----?

- A. Leverage Match Rules
- B. Leverage Reconciliation Rules
- C. Create additional Rule Sets
- D. Create additional Contact Points

Correct Answer: B



QUESTION 11

What is the cardinality between individual and contact point objects?

- A. One to one
- B. Many to one
- C. Many to many
- D. One to many

Correct Answer: D

QUESTION 12

What are the two steps of data ingestion in Salesforce CDP?

- A. Map ingested data to existing ingested data objects.
- B. Map ingested data to data model with consistent semantics.
- C. Preserve data per source schema with ingestion to data lake.
- D. Establish a connection with the source data via REST API

Correct Answer: BC

QUESTION 13

What type of data is collected by a company or entity that does not have a direct relationship with the visitor and customer?

- A. Partner Data
- B. First Party Data
- C. Third Party Data
- D. Second Party Data

Correct Answer: C

QUESTION 14

What configuration step has to be completed before marketing cloud activation?

- A. Assign Salesforce CDP activation permission set to the user



- B. Enable segment publishing to marketing cloud
- C. Allow audience creation from CDP in marketing cloud
- D. Selects business units for activation

Correct Answer: D

QUESTION 15

What are the two file type options for activation for Cloud Storage?

- A. .json
- B. .csv
- C. .zip
- D. .xls

Correct Answer: AB

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